



Arizona Office of Tourism
1110 W Washington Street, Suite 155
Phoenix, AZ 85007
Attention: Procurement/Purchasing
(602) 364-3709

Grant: Fiscal Year 2008 Information Center Enhancement (ICE)

**Due Date: Applications must be received at the AOT office no later than
5:00 p.m. Tuesday, January 15, 2008**

Application Guidelines

Office Location:

Arizona Office of Tourism
1110W Washington Street, Suite 155
Phoenix, AZ 85007
Attention: Mary-Ellen Kane

Agency Contact

Mary-Ellen Kane
Procurement Manager

Telephone Number: (602) 364-3709

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**ARIZONA OFFICE OF TOURISM
INFORMATION CENTER ENHANCEMENT GRANT
FY 2008**

Purpose

The Information Center Enhancement (ICE) Grant Program provides funding to assist designated Local Visitor Information Centers (LVIC) to enhance their visitor centers. Visitor Centers serve as a point of pride for the community in which it is located and assist with marketing and promoting the area's attractions, recreational opportunities, and hospitality amenities. Visitors often utilize information centers as their first point of contact in a community. Therefore, it is vital that visitor centers give a positive, professional and lasting first impression of the community and Arizona.

These documents supersede all guidelines issued for any previous fiscal year ICE grant program.

For fiscal year 2008 the ICE Grant Program available funding is \$20,000 and is funded through the Arizona Office of Tourism (AOT). This Grant Program requires no matching monies from awardees.

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1 Eligibility - Applicants must meet the following eligibility criteria:

1.1 **Non-for-Profit Status**- To qualify for the Information Center Enhancement (ICE) grant program the applicant must be exempt from federal income tax under section 501c(3) or 501c(6) of the Internal Revenue Code. Applicants must include a copy of their "Letter of Exemption" from the Internal Revenue Service with the application

1.2 **ADA Compliance** - Applicants must provide documentation that demonstrates the LVIC meets AOT's requirements for ADA compliance in the following areas:

- accessible parking,
- accessible entrances and exits,
- accessible sales and service counters,
- accessible toilet facilities,
- and an accessible route that connects all of these elements and spaces.

If the LVIC is not compliant with the above referenced requirements, documentation must be included in the application that demonstrates the LVIC is working with AOT to meet AOT's requirements for ADA compliance. **Applications that do not identify the LVIC as ADA compliant in the above referenced areas or demonstrate that the LVIC is working with AOT to meet the above referenced requirements will not be considered.**

1.3 **AOT Designation** - Visitor Centers applying for ICE grant program funds must be a facility designated by AOT through its Local Visitor Information Center Program.

1.4 **Time Frame for Project Completion** - Projects must be completed within one continuous 12 month period upon notification of grant award.

1.5 **After Hours Information Availability** - Applicants that do not have after hours information available, as identified during the FY 2007 Annual Local Visitor Information Center Evaluation, must apply for funding in this category before applying for funding in any other category. An application submitted for funding in a category other than section 3.1 (after hours information) and not compliant with section 3.1 (after hours information) will not be considered.

NOTE: Any applicant that previously received ICE grant program funding must complete that awarded project and submit the required proof of project completion to AOT, before applying for FY08 ICE grant program funding.

Local Visitor Information Centers that are located in private businesses or for-profit enterprises are not eligible for the ICE grant program.

2 Funding

- Funding will be awarded through a competitive grant process
- The maximum grant award amount is **\$2,500**

3 General Project Guidelines – Adherence to the following elements is required:

There are 8 categories allowable for funding under the ICE grant program. All projects must qualify in one of the categories as described below.

The items listed in each category are the only items eligible for funding. **Note: Applicants may apply for grant funding in a maximum of two categories per year.**

- 3.1 **Category 1- After Hours Information**
- A display that provides information to travelers, after normal business hours that is professionally produced and manufactured. This may include a kiosk, shadow boxes, illumination, creative information dispensers, bulletin boards, etc.
- 3.2 **Category 2-Brochure Racks**
- Brochure racks must be professionally produced/manufactured, wall attachable or free standing and must be used to display destination marketing materials.
- 3.3 **Category 3-LVIC Renovation/Beautification**
- Projects should enhance the professional appearance of the LVIC. Examples include but are not limited to; interior or exterior paint jobs, wallpapering, tile work, carpeting, and lighting. In addition, funding in this category allows for the hiring of a professional consultant to create a plan for the design or improvement of a LVIC. The project must be implemented by the LVIC once a plan has been completed by the consultant. Projects must be completed by a registered and licensed professional.
- 3.4 **Category 4-Display Cases**
- Display cases must be professionally produced/manufactured, wall attachable or free standing. Display cases must be utilized to promote local or regional history, culture, heritage, artisans, artifacts, events, etc.
- 3.5 **Category 5-Computer/Information Technology**
- Projects should substantially improve the Local Visitor Information Centers operations and enhance the visitors experience by offering current visitor information online and by visual media. Projects may include the purchase of computer and audio visual equipment (hardware only-no software) for use in the Local Visitor Information Center for AOT/LVIC program requirement purposes only, kiosks, and electronic monitors.
- 3.6 **Category 6-Signage**
- Appropriate signage for center and additional signage to enhance the awareness and visibility of the Local Visitor Information Center. Signage can be attached to the LVIC or installed/placed in front of the Center.
- 3.7 **Category 7-Uniforms**
- Professional uniforms and/or name badge elements for use by the visitor center personnel during regular business hours or at special local or regional tourism events or functions.
- 3.8 **Category 8-Special Tourism Promotions**
- Special Tourism Promotions must be tourism related and promote the Local Visitor Information Center and the community as part of the promotion. (for example, local celebration of National Tourism Week)
- 3.9 **Non-Fundable Items** - The following items shall not be funded through the ICE grant program:
- **ADA Compliance – ADA compliance is not a fundable item under the FY 2008 ICE grant program. If the LVIC is not ADA compliant, funds may be available through the LVIC/ADA Compliance Grant Program. Please contact Brian Lang, Visitor Services Manager at (602)364-3694 for additional information.**
 - Administrative expenses, including any commissions, fees, or other expenses for the administration of the project.
 - Anything contrary to local, state or federal law
 - AV equipment rental
 - Beauty pageants and parades

- Donations and in-kind contributions to sponsors
- Employee salaries or services
- Rent
- Purchase of land
- Entertainment and honorariums
- Equipment purchase and rental
- Food and beverages
- Gasoline, parking fee or mileage
- Items for re-sale
- Postage and office supplies
- Marketing activities
- Program booklets, stationery, table tents, membership solicitation literature
- Travel expenses

3.11 The Arizona Office of Tourism may audit grants at any time.

3.12 ICE grant program funds shall only be used for the purpose(s) approved in the application.

4 Application Guidelines

A copy of the application is provided as Attachment A. This form is also available on-line at www.azot.gov under the grants section. Only the official AOT application form will be accepted. The following elements are required in the ICE grant application.

- 4.1 Applicant Administrative Information – Complete and submit attachment A
- 4.1.1 Name of Local Visitor Information Center (LVIC): The name of the applicant must be the same as it appears on the incorporation, federal tax exemption or the state charter.
 - 4.1.2 Doing business as (only if different from LVIC name).
 - 4.1.3 Mailing address: Provide a mailing address that can be used by AOT for routine correspondence.
 - 4.1.4 Physical address: Provide a street address if different from mailing address.
 - 4.1.5 Project Coordinator's Name and Title.
 - 4.1.6 Project Coordinator's mailing address, telephone number, fax number and e-mail address.
 - 4.1.7 Funding amount requested.
 - 4.1.8 Identify the appropriate category of the requested project.
 - 4.1.9 Project Justification: Provide a brief summary that demonstrates the benefit of the proposed project to the LVIC, local community and tourism. Include photography of the LVIC that specifically identifies the area of need.
- 4.2 Affidavit in Support of Application – Complete and submit attachment B
- 4.3 Verification Clause – Complete and submit attachment C.
- 4.4 Bid Summary and Supporting Documentation Form – Complete and submit attachment D.
- 4.4.1 Each applicant must submit a copy of the scope of work provided to all bidders for the project. The scope of work shall identify and describe all work necessary to complete the proposed project.
 - 4.4.2 The applicant must submit at least 3 bids from providers of needed services, products or projects.
 - 4.4.3 **Bidding on the needed services, products or projects must be open to all and shall not be limited to Chamber members or local businesses.** Adherence to this

requirement will ensure that all interested businesses are given a fair and equal opportunity to bid on the service, product or project.

- 4.5 Delivery Instructions: One (1) **TYPED, SIGNED**, original ICE application and four (4) copies must be received by AOT at the address below, no later than **5:00 p.m. Tuesday, January 15, 2008**. Handwritten applications or those submitted via fax or email will not be considered. **Late applications will not be accepted. Incomplete applications will not be considered.**

FY 2008 Information Center Enhancement (ICE) Grant Program
ATTN: Mary-Ellen Kane
Procurement Manager
Arizona Office of Tourism
1110 W Washington Street, Suite 155
Phoenix, AZ 85007

5 Evaluation Criteria Guidelines

The ICE program is a competitive grant program. Applications will be scored and awarded based on the following criteria:

- 5.1 The application provides justification for requested funds with clear and complete descriptions including all relevant details regarding the proposed project. Applicant should make reference to previous year's LVIC program evaluation if applicable.
- 5.2 The application demonstrates the project benefit to the community, region and promotion of tourism.
- 5.3 The application provides details outlining the administration of project and continued maintenance.
- 5.4 The application proposes a unique way of promoting tourism from a visitor center perspective.

6 Project Completion Guidelines

Upon completion of the funded project, each awardee must submit the Project Completion Form, attachment E. This form must be received by AOT no later than 60 calendar days from date of completion. Failure to submit the Project Completion form within the required timeframe will disqualify the ICE applicant from participating in the ICE grant program in any subsequent year.

ATTACHMENTS



**Information Center Enhancement Program (ICE)
Application
FY 2008**

Applicant Administrative Information

Name of LVIC: _____

Doing Business As (if different from above) _____

Mailing Address: _____

City _____ County _____ State **AZ** Zip Code _____

Physical Address: (if different from above) _____

City _____ County _____ State **AZ** Zip Code _____

Project Coordinator Name and Title: _____

Business Number: _____ Fax Number: _____

E-mail Address _____

Funding Amount Requested \$ _____

Category of Requested Project: (Applicant may choose a maximum of two categories. Applicant must be in compliance with Category 1, after hours information, before identifying a project in any other category).

- | | | |
|---|---|--|
| 1. <input type="checkbox"/> After Hours Information | 2. <input type="checkbox"/> Brochure Racks | 3. <input type="checkbox"/> LVIC Renovation/Beautification |
| 4. <input type="checkbox"/> Display Cases | 5. <input type="checkbox"/> Computer Information/Technology | 6. <input type="checkbox"/> Signage |
| 7. <input type="checkbox"/> Uniforms | 8. <input type="checkbox"/> Special Tourism Promotions | |

Provide a justification that demonstrates the benefit of the proposed project to the Visitor Center, local community and tourism. Attach an additional sheet if necessary.



**Information Center Enhancement Program (ICE)
FY08 Affidavit in Support of Application**

The undersigned authority, _____, on this day personally appeared before me
(Name of Administrative Official)

and is known to me to be the person whose name is subscribed to the following instrument, and having been duly sworn, upon oath, deposes and states as follows:

I have prepared this affidavit at the request of The Arizona Office of Tourism for the purpose of making an application for a public benefit or privilege. I hereby certify that I am a duly authorized representative of the organization identified below with the principal address as follows:

Organization: _____

Address: _____

I further certify that the above referenced organization is one of the two types of organizations identified as follows:

1. An organization recognized as the official destination marketing organization by a city, tribal government body, or other political subdivision of the State of Arizona;
- OR**
2. An organization recognized by the Federal Internal Revenue Service as a nonprofit organization under the Federal Internal Revenue Code.

I recognize that pursuant to Arizona Law, perjury constitutes a class 4 felony under A.R.S. Sec 13-2702 and a false swearing constitutes a class 6 felony pursuant to A.R.S. Sec 13-2703.

I declare the foregoing is complete and correct.

Executed this _____ day of _____, 20____ in _____, Arizona.

(Signature of Administrative Official)

Title: _____

Subscribed and sworn to before me this _____ day of _____ 20____ to certify which witness my hand and seal of office.

NOTARY PUBLIC



**Information Center Enhancement Program (ICE)
FY08 Verification Form**

Verification

We, the undersigned certify that (1) that the information provided in this application is accurate; (2) We agree to comply with the local visitor information center (LVIC) guidelines as presented by the Arizona Office of Tourism; and (3) We agree to comply with all existing and appropriate local, state and federal guidelines. We certify that proof of non-profit status is on record with the Arizona Secretary of State's Office.

Sign and date this form and return it as part of your ICE application.

Signature of Project Coordinator

Date

(Print) Name of Project Coordinator and Title

Signature of Authorizing Official (person authorized to commit funds)

Date

(Print) Name of Authorizing Official and Title



**Information Center Enhancement Program (ICE)
FY08 Bid Summary and Supporting Documentation Form**

	Project Bidder Contact Information	Total Dollar Amount of Bid
Bid #1	Name: Address: Phone Number: Email:	
Bid #2	Name: Address: Phone Number Email:	
Bid #3	Name: Address: Phone Number: Email:	

Attach the following documentation to this form and return to AOT as part of the FY08 ICE Grant Program application:

- Project scope of work,
- a copy of each bid,
- any other supporting documentation.



**Information Center Enhancement Grant (ICE)
Project Completion Form
FY2008**

Submit completed form and documentation to:

Information Center Enhancement Grant Program
Arizona Office of Tourism
1110 W. Washington St., Suite 155
Phoenix, AZ 85007

Project Completion Date: _____

Entity Name: _____

Mailing Address: _____

Project Coordinator's Name: _____ Telephone Number: _____

Total ICE Grant Award Amount: _____ Total Cost of Project : _____

Provide a short narrative describing the project implementation. Attach an additional page if necessary.

Provide a short narrative detailing any feedback that the LVIC has received as a result of the grant project.

Attach photographs of the completed project.

EXHIBITS



Traffic and Engineering Group

FY 08 Arizona Local Visitor Information Center (LVIC) Designation & Signage Program Information

The primary purpose of the Local Visitor Information Center Designation & Signage program is to focus on providing a positive, welcoming experience for visitors, who utilize local visitor information centers to gain insight on Arizona's points of interest and tourism services. The goal is to create longer visits, and generate more tourism revenue for the local community and region. Additionally, applicants enter into this program voluntarily and agree to: 1) accept the guidelines set by the Arizona Office of Tourism (AOT) and 2) must comply with future modifications of the program. This signing program is coordinated by AOT in conjunction with the Arizona Department of Transportation (ADOT). Applications for this program can be obtained by contacting Brian Lang, Visitor Services Manager at 602-364-3694 or e-mail blang@azot.gov.

Eligibility Requirements

1. Arizona Destination Organizations:
 - Chambers of Commerce
 - Convention & Visitor's Bureaus
 - Other Tourism or recreational affiliated agencies (i.e. Forest Service, etc.)

Please Note:

A. Official local tourism agencies, organizations and their affiliated offices will have preference.

B. AOT will not approve or designate any center located within or operated by a for-profit business or entity.

2. Each visitor center must be open and staffed a minimum of 40 hours per week.
3. The visitor center must be located within 1 mile of a state or U.S. highway or major intersection that intersects with a state or US route. This is in accordance with ADOT regulations.
4. All newly designated centers must be ADA (Americans with Disabilities Act) compliant and are subject to all federal laws pertaining to the ADA.
5. A minimum of five off-street parking spaces must be available for visitor usage.
6. The following public facilities must be available for free; either on-site, in the center, or adjacent to the center:
 - clean restrooms,
 - operational telephone,
 - drinking water.
7. The center must have brochures displayed, with a **minimum** of 10 attraction or destination oriented brochures from each of the five Arizona Office of Tourism designated tourism regions (Arizona's West Coast, North Central, Northern Arizona, Tucson and Southern, and Phoenix and Central Arizona) for a total of fifty (50). Brochures should be displayed regionally, making it easy

for visitors to find information. **AOT publication(s) will be furnished to the local visitor information center once the visitor center is approved or designated by AOT.**

Once a year, usually in December, AOT will notify each center to submit a request for the number of "Official State Visitor's Guides" and "Official State Visitor's Maps" needed for the upcoming calendar year. In order to keep shipping costs to a minimum AOT will ship materials twice a year. Please be advised that printed materials are limited and the total requested amount may not be available, however, AOT will do its best to accommodate requests.

8. Information must be available to visitors 24 hours a day, seven days a week. (This can be accomplished with informational racks outside the center, or visitor information posted on a kiosk or a bulletin board outside the center.)
9. Each center must display a large (22"X33") state map, provided by the Arizona Office of Tourism.

The Arizona Office of Tourism (AOT) reserves the right to refuse providing signage and/or remove signage from any location if the business conducted within the location is not appropriate for a state sanctioned visitor information center. Businesses considered not appropriate include but are not limited to, timeshare sales, promotions or commercial sales, real estate, bars, retail outlets, shopping malls, etc.

Once Designated a LVIC by the Arizona Office of Tourism

1. Monthly visitor counts are required to be submitted to AOT. The monthly visitor counts must be submitted to Glenn Schlottman, Tourism Education and Development Coordinator, by the 5th of each month. Glenn may be reached by e-mail at gschlottman@azot.gov or by telephone at 602-364-3727. Visitor count report forms, assistance and instruction will be provided by AOT.
2. On an annual basis, at least one representative from each center must attend AOT's **Grand Impressions** Customer Service Training Workshop to receive certification. Workshop information is available by contacting Brian Lang, Visitor Services Manager, at 602-364-3694 or on the AOT website at www.azot.gov.
3. Annual evaluations will be conducted by AOT staff to assure compliance with the minimum eligibility requirements. Centers will receive a summary after each evaluation. Failure to maintain the minimum eligibility requirements may result in removal of ADOT signs and AOT local visitor information center designation.

Continuance as a Local Visitor Information Center

1. During the annual evaluation conducted by AOT's Visitor Services Manager or designee, an operational continuance form will be issued for the LVIC. The renewal and operation term of the LVIC will be from July 1st through June 30th which coincides with AOT's fiscal year.
2. If there is another organization in the community that wishes to become the community's designated LVIC and assume the responsibilities of operation of the LVIC, a mutual agreement must be negotiated between the designated center and the organization pursuing designation. The agreement must be submitted immediately to AOT in writing. It is the designated LVIC's responsibility to bring this to the attention of AOT. If no mutual agreement is met, AOT will continue to maintain a working relationship with the current designated LVIC.
3. Once AOT has been informed in writing of a community's request to designate a new LVIC or change the LVIC, AOT will work with the staff to accommodate the change to the mutual satisfaction of all parties.
4. If a new location is agreed upon, AOT will notify ADOT that the signs leading to the local visitor information center will need to be moved or replaced.



**Information Center Enhancement (ICE)
Grant Application Check List Form
FY2008**

- ☐ ICE FY08 Application Form
- ☐ ICE FY 08 Affidavit in Support of Application
- ☐ ICE FY 08 Verification Clause
- ☐ ICE FY 08 Bid Summary and Supporting Documentation Form
- ☐ Copies of Each Bid
- ☐ Letter from IRS documenting 501(c)3 or 501 (c)6 status
- ☐ Scope of Work
- ☐ Proof of ADA compliance required under the LVIC program or documentation identifying that the LVIC is in the process of meeting the ADA compliance elements required under the LVIC program.